



WCNC
1001 Wood Ridge Center Dr.
Charlotte, NC 28217-1901

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 840151

Schedule Dates 08/07/12-08/12/12
Advertiser Pat McCrory for NC Governor (26626)
Agency/T-Code Smart Media Group (7611)/788239874
Product Political - State Governor (1177)
Brand 806812 REPUBLICAN NC GOV (173595)
Salesperson Nesci, Mark (3195)
Sales Office HRP - Washington DC
Buyer Name
Phone/Fax /
CPE 806812
Account Types National/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments

Date Entered 06/29/12
Last Modified 08/08/12
Entered By Linda Fay
CO-OP No
Headline # 6218069
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$22,777.50
Net Total \$129,072.50
Sales Tax

Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Aug. 2012	47	\$151,850.00
Grand Total:	47	\$151,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / SPOT	08/10/12-08/10/12	3	:30	11P- 11:34P (ET)						1				\$650.00		Charlotte (WCNC) (WCNC)		6/29/12
1.1.1	Closed Preempt	08/10/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - OLYMPICS-SUMMER	
4.1	Normal Line / SPOT	08/10/12-08/10/12	3	1:00	6:58A- 9A (ET)						1			1	\$1,100.00	\$1,100.00	Charlotte (WCNC) (WCNC)		6/29/12
11.1	Normal Line / SPOT	08/11/12-08/11/12	3	:30	6P- 6:30P (ET)							1		1	\$500.00	\$500.00	Charlotte (WCNC) (WCNC)		6/29/12
14.1	Normal Line / SPOT	08/12/12-08/12/12	3	1:00	6P- 6:30P (ET)								1	1	\$1,000.00	\$1,000.00	Charlotte (WCNC) (WCNC)		6/29/12
15.1	Normal Line / SPOT	08/12/12-08/12/12	3	:30	6:30P- 7P (ET)								1	1	\$750.00	\$750.00	Charlotte (WCNC) (WCNC)		6/29/12
16.1	Normal Line / SPOT	08/12/12-08/12/12	3	:30	8A- 9A (ET)								2		\$500.00		Charlotte (WCNC) (WCNC)		6/29/12
16.1.1	Closed Preempt	08/12/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - OLYMPICS-SUMMER	
16.1.2	Closed Preempt	08/12/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - OLYMPICS-SUMMER	
17.1	Normal Line / SPOT	08/09/12-08/09/12	3	:30	11P- 11:34P (ET)					1					\$650.00		Charlotte (WCNC) (WCNC)		6/29/12
17.1.1	Closed Preempt	08/09/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - OLYMPICS-SUMMER	
23.1	Normal Line / SPOT	08/07/12-08/07/12	3	:30	11P- 11:34P (ET)			1							\$650.00		Charlotte (WCNC) (WCNC)		6/29/12

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23.1.1	Closed Preempt	08/07/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - OLYMPICS-SUMMER	
27.1	Normal Line / SPOT	08/07/12-08/07/12	3	1:00	6:58A- 9A (ET)			1						1	\$1,100.00	\$1,100.00	Charlotte (WCNC) (WCNC)		6/29/12
29.1	Normal Line / SPOT	08/08/12-08/08/12	3	:30	11P- 11:34P (ET)				1						\$650.00		Charlotte (WCNC) (WCNC)		6/29/12
29.1.1	Closed Preempt	08/08/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - OLYMPICS-SUMMER	
32.1	Normal Line / SPOT	08/08/12-08/08/12	3	1:00	6:58A- 9A (ET)				1					1	\$1,100.00	\$1,100.00	Charlotte (WCNC) (WCNC)		6/29/12
34.0	Normal Line / Olympics - Summer	08/10/12-08/10/12	3	:30	10A- 5P (ET)						2			2	\$1,200.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/1/12
35.0	Normal Line / Olympics - Summer	08/10/12-08/10/12	3	1:00	10A- 5P (ET)						1			1	\$2,400.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/1/12
36.0	Normal Line / Olympics - Summer	08/10/12-08/10/12	4	:30	7:58P- 12A (ET)						1			1	\$8,500.00	\$8,500.00	Charlotte (WCNC) (WCNC)		8/1/12
40.0	Normal Line / Olympics - Summer	08/09/12-08/09/12	3	:30	10A- 5P (ET)					2				2	\$1,200.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/1/12
41.0	Normal Line / Olympics - Summer	08/09/12-08/09/12	3	1:00	10A- 5P (ET)					1				1	\$2,400.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/1/12
42.0	Normal Line / Olympics - Summer	08/09/12-08/09/12	4	:30	7:58P- 12A (ET)					2				2	\$8,500.00	\$17,000.00	Charlotte (WCNC) (WCNC)		8/1/12
43.0	Normal Line / Olympics - Summer	08/09/12-08/09/12	4	1:00	7:58P- 12A (ET)					1				1	\$17,000.00	\$17,000.00	Charlotte (WCNC) (WCNC)		8/1/12
44.0	Normal Line / Olympics - Summer	08/07/12-08/07/12	3	:30	10A- 5P (ET)			2						2	\$1,200.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/1/12

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45.0	Normal Line / Olympics - Summer	08/07/12-08/07/12	3	1:00	10A- 5P (ET)			1						1	\$2,400.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/1/12
46.0	Normal Line / Olympics - Summer	08/07/12-08/07/12	4	:30	7:58P- 12A (ET)			1						1	\$8,500.00	\$8,500.00	Charlotte (WCNC) (WCNC)		8/1/12
47.0	Normal Line / Olympics - Summer	08/07/12-08/07/12	4	1:00	7:58P- 12A (ET)			1						1	\$17,000.00	\$17,000.00	Charlotte (WCNC) (WCNC)		8/1/12
48.0	Normal Line / Olympics - Summer	08/08/12-08/08/12	3	:30	10A- 5P (ET)				3					3	\$1,200.00	\$3,600.00	Charlotte (WCNC) (WCNC)		8/1/12
49.0	Normal Line / Olympics - Summer	08/08/12-08/08/12	3	1:00	10A- 5P (ET)				1					1	\$2,400.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/1/12
50.0	Normal Line / Olympics - Summer	08/08/12-08/08/12	4	:30	7:58P- 12A (ET)				1					1	\$8,500.00	\$8,500.00	Charlotte (WCNC) (WCNC)		8/1/12
51.0	Normal Line / SPOT	08/09/12-08/09/12	3	1:00	6:58A- 9A (ET)					1				1	\$1,100.00	\$1,100.00	Charlotte (WCNC) (WCNC)		8/1/12
52.0	Normal Line / Olympics - Summer	08/10/12-08/10/12	3	:30	10A- 5P (ET)						3			3	\$1,200.00	\$3,600.00	Charlotte (WCNC) (WCNC)		8/2/12
53.0	Normal Line / Olympics - Summer	08/10/12-08/10/12	3	1:00	10A- 5P (ET)						1			1	\$2,400.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/2/12
54.0	Normal Line / Olympics - Summer	08/10/12-08/10/12	4	:30	7:58P- 12A (ET)						1			1	\$8,500.00	\$8,500.00	Charlotte (WCNC) (WCNC)		8/2/12
55.0	Normal Line / Olympics - Summer	08/09/12-08/09/12	3	:30	10A- 5P (ET)					2				2	\$1,200.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/2/12
56.0	Normal Line / Olympics - Summer	08/09/12-08/09/12	3	1:00	10A- 5P (ET)					1				1	\$2,400.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/2/12
57.0	Normal Line / Olympics - Summer	08/07/12-08/07/12	3	:30	10A- 5P (ET)			2						2	\$1,200.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/2/12
58.0	Normal Line / Olympics - Summer	08/07/12-08/07/12	3	1:00	10A- 5P (ET)			1						1	\$2,400.00	\$2,400.00	Charlotte (WCNC) (WCNC)		8/2/12

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